

## **Main Street Reisterstown Program Minutes**

**Location/Date:** Reter's Crabhouse, Reisterstown - September 27, 2012

**Attendees:** Amy Mantay, Tim Murphy, Glenn Barnes, Brian Ditto, Mary Molinaro, Calvin Reter, Irwin Kramer, Carolyn Eichler, Shirley Smith, Bruce Carothers, Tim Feaser, Annie Derzak, Tony Baysmore, Alice Reid, Jonathan Schwartz

Calvin opened the meeting saying that we had to organize to have a meeting with all the stakeholders to be sure everyone is ready to participate and decide if we want to apply for the MD Main Street Program.

Glenn explained the advantages being a part of MD Main Street Program brings state and county-wide attention to Reisterstown. We have been able to apply and receive two \$10,000 grants from Baltimore County and greatly appreciate it. We will continue to apply for those grants. However as members of this program, we will be able to apply for much larger grants which we will need to accomplish the goals.

Brian echoed Glenn's comments that participating in the program will be good for Reisterstown and provides a great opportunity for everyone to work together to see a better Reisterstown moving forward.

Mary said that it is important to get started with the projects discussed in 2010 at the pre-Charette meetings where everyone was excited to Reisterstown get back on track.

Amy Mantay introduced herself as our partner from the Baltimore County Planning Office. She has been assigned to assist us as we organize and prepare to apply to the MD Main Street Program. She has been charged to serve as our Main Street Manager on a part-time basis and will be at our meetings to help step us through the process. Amy handed out a document for our meeting agenda describing our next steps forward. She said that once formed we will need chairs for the committees below and many volunteers from all the stakeholders in Reisterstown to be successful. Amy said that we can begin to "behave like we are in the Main Street program" while preparing all the documents necessary to submit to the state when they next give a date that they are accepting applications.

### **AGENDA**

Main Street Program – First steps

**Form a working group**

**Take a good look at your district**

**Generate broad based local interest and support**

**Find out how to obtain designation**

**Network with successful programs**  
**Spread the Word**

**Main Street Program – Launching the program**

**Apply for designation, if applicable**

**Get informed**

**Determine which organizational model works for you**

**Recruit board members and develop committees**

**Visit another community**

**Network**

**Draft a budget**

**Develop job descriptions for board members, officers, committee chairs, committee members, and staff.**

**Train and inform participants**

**Develop a fund-raising plan**

**Develop a work plan that includes a vision for the district, a mission statement, and a set of goals, both long and short term.**

**Schedule regular meetings with board members and committees**

**Recruit volunteers**

**Promote the program.**

**Take inventory of what you have**

**Collect information**

**Organization: Building consensus and cooperation among the many groups and individuals who have a role in the revitalization process. The Main Street approach to revitalization is a community-wide effort. A Main Street program must facilitate coordination between the public and private sector actors, while building capacity with people, funds, and local support.**

**Promotion: Marketing the traditional commercial district's assets to customers, potential investors, new businesses, local citizens and visitors. Promoting and marketing a Main Street area will increase the neighborhood's visibility. Main Street programs should market the area through events to increase retail sales, improve the area's image, and to develop tourism opportunities.**

**Design: Enhancing the physical appearance of the commercial district by rehabilitating historic buildings, encouraging supportive new construction, developing sensitive design management systems, and long-term planning. The Main Street approach to design incorporates historic preservation and involves improving buildings, signage, window displays, and streetscapes.**

**Economic Restructuring: Strengthening the district's existing economic base while finding ways to expand it to meet new opportunities and challenges from outlying development. Main Street programs should assess challenges and opportunities for the downtown area, recruit businesses to fill**

*vacant spaces, and encourage the mixed-use commercial buildings; i.e. store-front commercial use and residential upper- story use.*

**Clean, Safe, and Green: Enhancing the perception of a community through the principles of Smart Growth and sustainability.** *Main Street communities should work to present a clean and safe commercial district through strategies such as expanding parks and playgrounds, implementing commercial recycling programs, and promoting energy and water efficient building improvements.*

Tim Murphy described his role. He worked for 5 years with the MD Main Street program and brings a wealth of experience. He is currently working in Economic Development for Baltimore County and will be able to work with us as we get organized. He said that participating in the program will improve appearance, economic environment, and tourism. What we are discussing is actually a National Model that has been very successful in other areas of the country. He discussed the 5 committees as outlined above. Tim said that the involvement of people is critical whether it is time, talent or money. Tim said that “Acting like Main Street” means that we get all the stakeholders on the same page, we have activities like we are already in the program. Glenn asked about being able to get advertising for our town on the State website. Amy said that while that may not be possible, Baltimore County planning office will certainly promote the efforts of the town on the county website while waiting for approval.

Irwin asked about the fact that we aren’t an incorporated municipality and that without taxpayer money will we have to raise funds to pay the salary of a Main Street Manager. Tim said that the state program expects and encourages a full-time paid position, but it can start part time. Lorena offered to volunteer as our Main Street Manager to work with Amy. She will be able to use the work in her Master’s Program accomplishing two goals at once. Lorena gave Amy a document she prepared from the information on the State website that may serve as a workbook for us to proceed to form our committees.

Discussion ensued about the organization model and whether there is an existing organization to take the lead. Some communities form a new organization, some use the town officials (a structure we don’t have in Baltimore County) while other communities use an existing organization. Mary said that the Reisterstown Improvement Association, Inc. (RIA) was formed as a result of the pre-Charette two years ago so we would be prepared for the very process now being discussed. During its’ formation, great care was taken to include property owners, business owners, and community members as board members and officers. The just recently applied for and obtained 501(c)(3) status with the state. They also have worked very closely with Baltimore County obtaining grants to start with streetscape efforts while waiting for the county to finish restructuring departments after the 2012 election and complete the CZMP process so we could begin this process. After a lot of discussion, it was determined that we will use RIA as the primary organization and Brian will discuss it with the ROMG Chamber as will Mary discuss it with ROG Coordinating Council at their next monthly meeting. Glenn made the point that RIA is focused on Main Street (the district outlined by Baltimore County Council in 2008 asking for a revitalization plan for the Main Street commercial corridor of Reisterstown)

Calvin asked Tony to speak from the perspective of the County Executive's office. He said that Kevin Kamenetz is very interested in our efforts and looking for positive results so Tony is happy to help any way he can do so.

Calvin asked Jonathan to speak from the perspective of County Councilwoman Vicki Almond's office. He said that Vicki lives in the area and prior to becoming a councilwoman she worked on many Reisterstown organizations such as PTAs, ROG Coordinating Council and Reisterstown Festival and therefore very interested in improvements to Main Street.

Everyone then introduced themselves and we had several new property owners and business owners at this meeting as well as people who represented the major stakeholders of the area.

The next meeting will be held at the RIA meeting at Long & Foster, Tuesday, October 16<sup>th</sup> at 7pm.